



State of Utah

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Date: January 26, 2010

Memo to: All Utah WIC Authorized Vendors

From: Lynn Weston
Vendor Management Coordinator
Utah WIC Program

Subject: **VENDOR MANAGEMENT POLICY MEMO FY 2010-3.**

Mead Johnson Nutrition: Changes to the labeling of Gentlease, Enfamil AR; Enfagrow Premium; Enfagrow Soy; and Enfagrow Gentlease

Beginning in early February 2010 and continuing for the next two to three months, Mead Johnson Nutrition will begin a transition period in which the labeling of the following products will be changing

Current Product Name	Changing to: New Product Name
Gentlease LIPIL®	Gentlease
Enfamil A.R. LIPIL®	Enfamil A.R.
Enfagrow Premium Next Step LIPIL®	Enfagrow Premium
Enfagrow Soy Next Step LIPIL®	Enfagrow Soy
Enfagrow Gentlease Next Step LIPIL®	Enfagrow Gentlease

Because of the transition period for these infant formula products in the retail system and the inventory the retailer may have, either the current product name or the new product name as listed above can be purchased with Utah WIC food instruments. **The WIC food instrument may contain either the current product name or the new product name. During this transition period, please allow the current product name or the new product name to be purchased with the Utah WIC food instruments**

For example, the food instrument indicates GENTLEASE LIPIL, the WIC client can purchase either "Gentlease Lipil" or "Gentlease." If the food instrument reads ENFAGROW SOY, the WIC client can purchase either "Enfagrow Soy Next Step LIPIL" or "Enfagrow Soy."

Only allow the redemption of the Mead Johnson product descriptions as noted and size specified on the food instrument..

If you have any questions regarding this memorandum, please contact the State WIC Agency Vendor Coordinator at 538-6960 or in state toll-free at 1-877-WIC-KIDS.

cc:

- Local Agency WIC Directors and
Local Agency Retail Coordinators
- Brad Erickson; Smith's Corporate
Office; Salt Lake City
- Albertson's Division Office; Salt
Lake City
- Wal-Mart Stores, Inc.; Compliance;
Bentonville, Arkansas
- Associated Food Stores Inc.;
(Dan's/Macey's/Lin's/Dick's
Markets)
- Harmon's Corporate Office
- Ridley's Food Corporation; 148 West
Main; Jerome, Idaho 83338
- King Soopers, Inc.; 65 Tejon Street;
Denver, Colorado 80223
- Target Corporation

DOCUMENTATION OF REVIEW OF UTAH WIC PROGRAM
POLICY MEMORANDUM

Utah WIC Program • PO BOX 141013 • Salt Lake City, Utah 84114-1013

Please review this Utah WIC Program policy memorandum with all store cashiers/associates who handle WIC transaction. Please acknowledge that the store cashiers/associates have read this memorandum by documenting the form below (make additional copies if needed).

DO NOT return this form to the State Agency. This form must be kept on file in your WIC store binder for audit purposes.

Name of WIC Vendor _____

WIC Vendor ID Number _____

[illegible]



January 20, 2010

To: All State, Territory and Tribal WIC[®] Programs

This letter is to notify you of several product changes/additions that will take place over the next few months for the infant formula products listed below.

Gentlease[®] LIPIL[®]

NEW - We are launching a new 2 oz ready-to-use Gentlease Nursette[®] product. This product will begin shipping early February. Attached for your reference is a spec sheet which includes wholesale pricing, unit specifications and UPC codes.

CHANGES - The product name will no longer include the word LIPIL, and a new duck character will replace the Peter Rabbit[™] bunny on the front label panel for all forms of Gentlease. The indication for use will now be listed directly under the product name. The formulation, UPC code and reconstituted ounces will not be changing. We recommend that your vouchers read either "*Enfamil Gentlease*" or just "*Gentlease*" after the transition occurs at retail shelves. This product will begin shipping in April. Depending on retailer inventory levels, it should start appearing on retail store shelves sometime in early to mid May.

Enfamil A.R.[®] LIPIL

The product name will no longer include the word LIPIL, and a new duck character will replace the Peter Rabbit bunny on the front label panel for all forms of Enfamil A.R. The indication for use will now be listed directly under the product name. The formulation, UPC code and reconstituted ounces will not be changing. We recommend that your vouchers read "*Enfamil A.R.*" after the transition occurs at retail shelves. This product will begin shipping in April. Depending on retailer inventory levels, it should start appearing on retail store shelves sometime in early to mid May.

ProSobee[®] LIPIL

Beginning with shipments in April, the label will reflect slight design changes as well as minor updates to the nutrient panel and ingredients. Depending on retailer inventory levels, this product should start appearing on retail store shelves sometime in early to mid May. The UPC code and reconstituted ounces will not be changing. A label reflecting these changes is attached for your reference. The word LIPIL will remain on the label for

now. We will notify you of when LIPIL will be removed and the duck will be added when a firm date is determined.

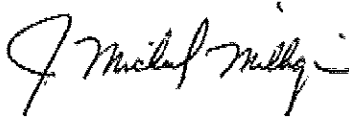
Enfagrow™ Premium™ Next Step® LIPIL, Enfagrow Soy Next Step LIPIL and Enfagrow Gentlease Next Step LIPIL

The product names will no longer include the words Next Step LIPIL and a new duck character will replace the Peter Rabbit bunny on the front label panel for all forms of the Enfagrow products. The formulation, UPC code and reconstituted ounces will not be changing. The newly labeled products will begin shipping in April. Depending on retailer inventory levels, they should start appearing on retail store shelves sometime in early to mid May.

We will soon be forwarding a reference sheet that shows the current and new versions of the front label panel for the products mentioned above.

We apologize for any inconvenience these changes may have caused. If you have any questions, please contact your Mead Johnson contract administrator – Cheryl Cook at (812) 429-5789, Kathy Decker at (812) 429-8758 or Chris Shouse at (812) 429-8613.

Best regards,

A handwritten signature in black ink, appearing to read "J. Michael Milligan". The signature is fluid and cursive, with a large initial "J" and a stylized "M".

J. Michael Milligan
Director, WIC Business Team

Enfamil ProSobee Lipil is designed to relieve discomfort and gas. It is made with plant-based proteins, fats, and carbohydrates and is lactose-free to make it naturally easy on your baby's tummy. Enfamil ProSobee Lipil is also made with a specially selected blend of prebiotics to help support your baby's digestive health.

INSTRUCTIONS FOR PREPARATION & USE

Your baby's tummy appears as normally following the instructions below. Properly prepared, Enfamil ProSobee Lipil is a complete infant formula. Periodically, your baby's tummy may become uncomfortable. This is often due to gas or indigestion. If your baby's tummy becomes uncomfortable, you may want to try a different formula. Always use the instructions on the label for your baby's formula.

Ask your baby's doctor about the need to use Enfamil ProSobee Lipil for your baby's tummy and for infant to full-term infants.


1. Wash hands thoroughly with soap and water before preparing formula.
2. Pour measured amount of water into the bottle.
3. Add powder and shake well.

Use the chart below for correct amounts of water and powder. Use the scoop in can to measure powder. Stir DRY in the can.

To Make:	Water	Powder
2 fl oz bottle	2 fl oz	1 rounded level scoop (8.5 g)
4 fl oz bottle	4 fl oz	2 rounded level scoops (17.2 g)
8 fl oz bottle	8 fl oz	4 rounded level scoops (34.4 g)

Warning: Do not use a microwave oven to heat formula. Stir out lumps may result.

USE BY DATE ON BOTTOM OF CAN.



Enfamil ProSobee Lipil

for SENSITIVE TUMMY

Soy Infant Formula
Lactose-Free Powder with Iron

129 OZ (366 g)

NUTRIENTS		PER 100 CALORIES (5.1 FL OZ)	
PROTEIN	8.5 g	1.5 g	1.5 g
FAT	5.5 g	1.5 g	1.5 g
CARBOHYDRATE	1.5 g	1.5 g	1.5 g
CHOLESTEROL	1.5 g	1.5 g	1.5 g
MINERALS	1.5 g	1.5 g	1.5 g
VITAMINS	1.5 g	1.5 g	1.5 g
<p>Enfamil ProSobee Lipil is a complete infant formula. It is made with plant-based proteins, fats, and carbohydrates and is lactose-free to make it naturally easy on your baby's tummy. Enfamil ProSobee Lipil is also made with a specially selected blend of prebiotics to help support your baby's digestive health.</p>			

